Understanding the Audience:
1. Who am I talking to right now? (One gender: males)
2. What is the age range of my audience? (From young adults to 30 or 40 year olds)
3. What aspect of finance are they involved in? (Working 9-5 job)
4. What is their current income situation? (Able to pay rent but not able to enjoy life due to low income)
5. Where are they located? (USA)

Financial Concerns and Emotional State:

7. What are they angry about? (Repeating mistakes and failing to achieve goals)
8. What do they regret? (Wasting time, money, and energy)
9. What are their daily frustrations? (Concerns about money in bank accounts, buying groceries, paying for gas, etc.)
10. How do they feel about their past mistakes? (Constantly stressed, worried, and disappointed, stuck in their past)
11. What are they embarrassed about? (Their appearance, living situation, income)
12. How do they generally feel? (Sad, nervous, anxious)

Personal Reflection and Aspirations:

15. What does their ideal state look like? (Not worrying about money, having fulfilling relationships, being in the best shape)
16. What are their secret desires? (To be the most powerful man in the niche or industry)
17. What are their aspirations and desires? (Achieving dream body, living a luxurious life, having fulfilling relationships)
18. Who do they want to impress? (Themselves and loved ones)
19. How would they feel in their dream state? (Happy, confident, brave, unstoppable, and powerful)

Self-Perception and Attempts at Improvement:

22. Why do they think they failed? (Small income, wasted time and money)
23. How do they evaluate solutions? (Gathering information, learning from past mistakes)
24. How do they determine if a solution will work or not? (Through research and analysis)

Respected Figures and Valued Traits:

26. What character traits do they value in themselves? (Honesty, dedication, being a person of their word)
27. What traits do they value in others? (good network and connections, trust, loyalty, honesty)

Despised Traits and Industry Trends:

28. What traits do they despise in themselves? (Laziness, not following through, betrayal, lack of trust, avoiding problems)

29. What traits do they despise in others? (Laziness, constant talking, thinking they know everything, disrespect)
31. How do they perceive trends? (Opportunities to make more money, easier trading, and increased accessibility)

Call to Action and Audience Analysis:

33. Where are they in the marketing funnel? (Media/contact stage)
34. What is their level of awareness? (Very aware of the trading market)
35. What is their sophistication level? (Very high sophistication level of the market)
36. What is their emotional state and physical setting? (Pain, anger, dissatisfaction; physically weak).

Reader/Target Audience:
- Males, ranging from teens to adults
- Primarily involved in 9-5 jobs
- Located anywhere in the world

Roadblocks:

1. Financial concerns, such as not having enough money to cover bills

2. Repeating past mistakes and failing to achieve goals

3. Feeling stuck in their current situation and constantly stressed

4. Unhappiness with themselves, their appearance, and their financial situation

5. Lack of awareness and knowledge about trading and financial opportunities

Solutions/Mechanisms:

1. Financial Education and Budgeting: Providing resources and guidance on budgeting, saving, and managing finances effectively to alleviate financial stress and ensure bills can be paid.

2. Goal Setting and Accountability: Offering tools and support for setting realistic goals, tracking progress, and learning from past mistakes to facilitate personal growth and achievement.

3. Personal Development and Mental Health Support: Offering resources and strategies for improving self-esteem, managing stress, and fostering resilience to overcome feelings of being stuck and unhappy.

4. Trading and Investment Education: Providing comprehensive education on trading, investing, and financial literacy to empower individuals to make informed decisions and seize opportunities to improve their financial situation.

5. Mentorship and Community: Creating a supportive community and mentorship program where individuals can learn from experienced traders and investors, exchange ideas, and build networks to enhance their understanding and confidence in trading and financial matters.

Current State

The current state of the individual is characterised by a lack of emotional engagement with the copy. They feel that the story does not evoke any emotions within them. This suggests a disconnect between the content and the reader's emotional response. Additionally, there is a recognition that improvement is necessary to enhance the effectiveness of the copy.

Dream State

In the ideal scenario, the individual envisions a copy that resonates deeply with readers, eliciting strong emotional reactions and connections. They aspire to create content that captivates and moves the audience, fostering a deeper engagement and connection.

Roadblocks

Several roadblocks hinder the individual from achieving their desired emotional impact in the copy:

1. Lack of Emotional Connection: The current copy fails to evoke emotions within the reader, leading to a sense of detachment.

2. Uncertainty in Content Creation: There is a lack of clarity on how to effectively infuse emotion into the copy, resulting in frustration and stagnation.

3. Limited Knowledge of Writing Techniques: The individual may feel unsure about the best practices for creating emotionally compelling content, leading to a sense of inadequacy.

Solution

To overcome these roadblocks and achieve the desired emotional impact, the individual plans to:

1. Allocate Time for Creative Process: Set aside dedicated time (e.g., one hour) to brainstorm ideas and allow creativity to flow freely onto the document.

2. Select and Develop Strong Ideas: Review and evaluate the generated ideas to identify the most compelling ones, which will serve as the foundation for the copy.

3. Seek Feedback and Guidance: Consult with ChatGPT to receive recommendations and insights on enhancing the emotional appeal of the copy.

4. Implement Writing Techniques: Incorporate writing techniques such as vivid imagery, kinetic language, and auditory elements to evoke emotions and enhance reader engagement.

Mechanism
The mechanism for implementing the solution involves a structured approach to content creation:

1. Brainstorming Session: Allocate dedicated time to brainstorm ideas and concepts for the copy, allowing creativity to flow freely.

2. Idea Selection: Evaluate and select the most promising ideas based on their emotional impact and relevance to the target audience.

3. ChatGPT Consultation: Seek guidance and feedback from ChatGPT to refine and improve the selected ideas, incorporating writing techniques to enhance emotional appeal.

4. Iterative Refinement: Continuously refine and revise the copy based on feedback and insights gained from ChatGPT and personal analysis.

Product/Service
The product or service in this context is the trading brokerage which aims to evoke strong emotions and connections with the audience. It aims to get people to join the trading brokerage so they can begin making money online.

Personal analysis
I found weaknesses in the copy's hook and offer. To address these issues, I allowed ideas to flow onto the document for 30 minutes. Afterwards, I reviewed and selected the best options for both the hook and the offer. Then, I consulted Chat for recommendations and spent an additional 30 minutes refining the copy. This process led to solving the problem.

Personal analysis reveals that the weakness of the copy lies in its inability to evoke emotions. To improve this, I plan to spend one hour sitting down and allowing ideas to flow onto the document. Then, I will decide which ideas to develop further. Afterwards, I will seek help from top performers model the skeleton off of them and change the copy

In producing videos for my client's business, the goal is to ascend customers up the value ladder, offering increasing value at each step:

1. Start with introductory videos addressing common needs.
2. Offer specialised content diving deeper into topics.
3. Provide premium content with exclusive access or advanced insights.

Ensure each video aligns with the customer's expectations, communicates clear value, and helps them envision positive outcomes. This strategy guides customers towards greater satisfaction and engagement with your client's business.

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Techniques that professional traders use to rake in ten thousand dollars a week.

These three techniques that professional traders use to make 10 thousand dollars or more a week are being shown to the public eye.

It's not staring at charts, no it's not trying to guess when to buy or sell; it's not about blindly watching the market go up and down.

We've revealed these three techniques to over sixty thousand people. We have been teaching people and guiding them towards success on our platform. We have over 8 years of experience.

Click the link below to begin walking towards financial freedom.

P.S. We're eager to hear about your plans when you begin trading with us.